

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:) Confirmation No. 4901
Bret Alan **GORSLINE, et al.**) Group Art Unit: 2178
Application No. 10/727,264) Examiner: David Faber
Filed: December 3, 2003)
For: **METHODS AND SYSTEMS FOR**) Date: September 8, 2009
PROGRAMMABLY GENERATING)
ELECTRONIC AGGREGATE)
CREATIVES FOR DISPLAY ON AN)
ELECTRONIC NETWORK)

AMENDMENT UNDER 37 C.F.R. §1.111

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the non-final Office Action dated June 5, 2009 please amend the above identified application and consider Applicant's remarks as follows.

Amendments to the Claims are listed in pages 2-9 of this paper.

Remarks follow the amendment section in pages 10-12 of this paper.